

Discussion post #2

[Business](#), [Management](#)



Established in 1998, Google Company is succeeding today with a global strategy as a result of the fact that it operates in more than 200 countries across the globe and it also serves millions of people around the globe (Google). The globalization strategy adopted by Google is that its organizational culture is accommodative to domestic cultures and the locals are empowered to make meaningful decisions in the operations of the company. This global strategy is very important in that it seeks to motivate the locals so that they can put maximum effort in their operations in order to help the company achieve its goals. When a company is operating in a global environment, it is very important to make sure that the interests of the local people are taken into consideration. This strategy differs from other domestic strategies in that Google for instance is comprised of employees from other countries operating in different host countries. The strategy adopted is that both foreigners and local people working for the company are treated as equal and important to the company. This has helped the company to grow in different parts of the globe where it would be operating.

Works cited

Google. "Google's mission is to organize the world's information and make it universally accessible and useful." . 2015. Web. 10 February 2015.